

**\$14,000**



**\$4,700**



# LOCAL COLOR WITHIN REACH FOR CABLE SYSTEMS

## IVC-100 COLOR CAMERA

offers full broadcast-quality color at low cost. It is as easy to operate and maintain as standard monochrome cameras. The IVC-100 features: three-tube vidicon design, integral viewfinder, simplified controls, built-in sync generator and encoder. Options allow camera operation of a remote recorder, remote control of multiple cameras from a control room, use of external encoder and sync generator. Using the built-in sync generator and encoder, the IVC-100 requires only two wires (power in, video out) to produce NTSC-type pictures for input to the IVC-810 or cable system. A film chain version of the IVC-100 is also available.

## IVC-810 COLOR RECORDER

(IVC-800 monochrome version available for \$4,200) offers accepted 1" IVC Format\* that uses less tape . . . allows one full hour of recording on small sized 8" NAB reel of tape. Provides outstanding NTSC-type color pictures, or wideband monochrome pictures with bandwidth exceeding 4.2MHz. Electrical pushbutton controls make operation a breeze. "Alpha" tape wrap allows recording of more picture information than any other helical scan recorder. Available in portable case or rack mount. Stop motion is standard; slow motion available at extra cost.

\* Accepted format by Bell & Howell, GPL and RCA

**Phone IVC today for your own demonstration of local color cablecasting.**



**International Video Corporation**

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# WORLD'S FIRST LOCAL COLOR CABLECAST

History was made on April 18, 1968, 6:30 PM, Palm Desert, California.

The world's first locally originated public service program\* was cablecast in color to 10,000 subscribers of the Coachella Valley CATV system.

Cable management and subscribers alike were enthusiastic about the results. Color quality was as good or better than any color programming previously re-

broadcast from Los Angeles. According to Bill Daniels, President of Daniels Management Co., Denver:

"Outstanding local color will be part of our service in Coachella Valley because of recently purchased IVC color cameras and recorders. IVC's equipment mates well with cable systems . . . and IVC's price breakthrough now brings local color within reach for nearly any cable operation. I sincerely urge other cable operators to consider color equipment so they can take advantage of rapidly increasing color set saturation."

To see how IVC can add color to your cable operation, turn the page.

\* World's first local color cablecast was originated April 17, 1968. An IVC-100 color camera was set up in the auditorium at College of the Desert, Palm Desert. At a stage lighting level of 400 ft. candles, a one and one-half hour program of the Riverside County Industrial Development Council was taped in color on an IVC-810. This tape was played back the following evening (via the IVC-810) over the Coachella Valley cable system. Photo above is off-the-set image of actual cablecast seen by subscribers.





**IVC's INNOVATIONAL  
DESIGN BRINGS THE  
VIDICON TO LIFE IN THE  
IVC-100 COLOR CAMERA.**

New design ideas in optics and electronic design have maximized performance. Reduced "lag", high stability, and better registration are the result. The IVC-100 with built-in sync generator and encoder is transportable (one man); easy to maintain and set up. It can be used for remote taping, multiple camera pick-up and film chain functions with proper options. Price—\$14,000.

**IVC's DESIGN ECONOMY  
MAKES IVC-800 SERIES  
RECORDERS THE ONLY SELF-  
CONTAINED, PORTABLE VTR's  
THAT EDIT IN COLOR.**

Frugal design engineering by IVC not only cuts cost but delivers more equipment capability for the investment. The IVC-800's built-in electronic editing feature, for instance, contributes to operating efficiency without affecting compactness, mobility and versatility. The IVC 1" format allows an hour of recording time on a small 8" NAB reel tape—30% less tape is used at an average savings of \$15 an hour. The IVC-800 reproduces high-resolution NTSC-type color pictures, or, wideband monochrome pictures with bandwidth exceeding 5MHz. Stop motion is standard. Slow motion is optional. Price—\$4,200 to \$6,200 depending on options.



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**ONE MAN; ONE CAMERA, THE IVC-100** □ Internet Television Productions, Inc. of Laguna Beach, California in association with San Clemente Cable TV Co. and Leisure World (a Rossmore development) desired to produce live pick-up of the San Clemente Surf Club Competition, the Hollywood Hackers Golf Tournament, plus an award banquet for later cablecast to 15,000 Southern California homes. □ Problem? You bet. □ This meant surf, turf and filet mignon—lighting conditions from one extreme to the other—fixed and remote camera positioning—indoor, outdoor and studio locations. □ The IVC-100 color camera and IVC-800 video tape recorder was the only system that could do the job and deliver top-notch color fidelity and registration at realistic costs. □ In three days of bouncing from truck-to-turf, not a single operating adjustment had to be made by the lone operator. Now, this same performance is in pocketbook range of every cablecaster, large and small. See the reverse side for details on the IVC-100 color camera and IVC-800 video tape recorder.



## SURF...TURF...AND FILET MIGNON

